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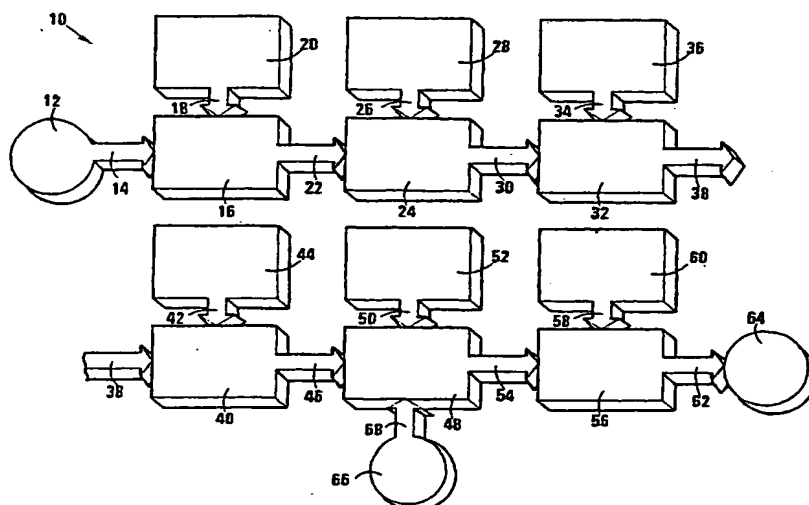
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(54) Title: **PRINTED, EMBOSSED AND METALLIZED MATERIAL**



(57) **Abstract:** The invention provides a process for producing printed material comprising an elongated web of flexible sheet material. The process includes the process steps of printing an embossing coating on at least a portion of a surface of a major face of a web of the sheet material, embossing the embossing coating printed on the major face by means of an optically variable device, and metallizing at least a portion of the surface of the major face with a metal coating. The invention also provides an apparatus or installation 10 for producing the printed material. The apparatus or installation 10 comprises a plurality of process stations which include an embossing coating printing station 24, an embossing station 32, and a metallizing station 40. Further, the invention provides a flexible printed material comprising a web of flexible sheet material, whenever produced by the process or apparatus or installation 10 according to the invention.